The Role of Brand Authenticity and Story in Enhancing Experience, Perceived Brand Globalness, and Preference in Thai Cosmetic Brands

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Abstract

This research article to study explored the relationships among brand story, perceived brand authenticity, perceived brand global Ness, brand experience, and brand preference in the Thai cosmetic industry. With rising interest in emotional branding and consumer engagement, the research examined how storytelling and brand perceptions influence consumer behavior. Survey data from 436 Thai consumers were analyzed using Partial Least Squares Structural Equation Modeling. The results showed that brand story and perceived brand authenticity positively influenced brand experience and perceived brand global Ness. Moreover, brand experience and perceived brand global Ness served as key mediating variables in the relationship between brand story and perceived brand authenticity and brand preference. These findings highlight the strategic importance of storytelling and brand traits in enhancing consumer experience and building brand loyalty. The study contributes to branding theory and offers practical guidance for Thai cosmetic brands aiming to strengthen their global market position. Suggestions for future research should explore longitudinal or experimental designs to track changes in perceptions of brand story, authenticity, and global Ness over time or after marketing interventions. Cross-cultural studies can test the model's generalizability, while applying it to other sectors like fashion, food, or tech may reveal industry-specific patterns. Researchers should examine moderating factors such as ethnocentrism, personal values, and brand familiarity. Additionally, the impact of digital storytelling especially via influencers and user-generated content warrants attention. Finally, deeper investigation into emotional and cognitive mechanisms can enrich branding theory. Implications for Practice. This study provides key insights into branding in emerging markets like Thailand. Theoretically,

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it shows that brand story and authenticity shape brand experience and perceived global Ness, influencing brand preference through emotional and cognitive paths. Brand experience and globalness act as mediators, reinforcing consumer-based brand equity. Practically, the findings stress the value of authentic storytelling, symbolic global cues, and strong brand experiences.

Keywords: brand story, perceived brand authenticity, perceived brand globalness, brand experience, and brand preference

Introduction

The global cosmetics industry has grown significantly over the past decade, driven by innovation, changing consumer preferences, and greater awareness of personal care (Euromonitor International 2022). In Thailand, this growth is fueled by rising incomes, exposure to global beauty trends, and cultural emphasis on skincare (Kasikorn Research Center, 2021). Thai brands like Srichand, MIZUMI, and Oriental Princess have capitalized on this by leveraging storytelling and authenticity. Srichand reinvented its heritage image with modern packaging to attract younger consumers (Phongnapharuk, T., 2021). MIZUMI adopted a minimalist, science-based identity inspired by Japanese skincare to convey dermatological trust (Chongvisal, C., 2023; Phongnapharuk, T., 2021). Oriental Princess emphasized Thai culture, natural ingredients, and spa-like experiences (Wongpiya, T., & Sricharatchanya, A., 2020). These cases show how brand authenticity, experience, and perceived globalness shaped by narrative and design build consumer trust and preference (Chamnankit, S., & Khamwon, A., 2020; Siriphokaphan, M., & Kaewchur, C., 2022). Even without global distribution, branding can construct a global image through strategic storytelling and presentation.

Gap in Literature and Research Questions

While branding is vital in the cosmetics industry, limited research has examined how brand story and perceived authenticity jointly influence experience, globalness, and preference particularly for Thai brands like Srichand, MIZUMI, and Oriental Princess. This study fills that gap by exploring these factors in the context of Thailand's cosmetic market.

Research Objective

1. Investigate the effect of perceived brand authenticity and brand story on consumers' brand experience in the context of Thai cosmetic brands.

2. Examine the impact of perceived brand authenticity and brand story on perceived brand globalness in the context of Thai cosmetic brands.

3. Evaluate the influence of brand experience and perceived brand globalness on brand preference in the context of Thai cosmetic brands.

4. Explore the mediating effect of brand experience and perceived brand globalness on the relationships between brand story, perceived brand authenticity, and brand preference in the context of Thai cosmetic brands.

Hypothesis Formulation

H1: Brand story positively influences brand experience.

H2: Brand story positively influences perceived brand globalness.

H3: Perceived brand authenticity positively influences brand experience.

H4: Perceived brand authenticity positively influences perceived brand globalness.

H5: Brand experience positively influences brand preference.

H6: Perceived brand globalness positively influences brand preference.

H7: Brand experience mediates the relationship between brand story and brand preference.

H8: Brand experience mediates the relationship between perceived brand authenticity and brand preference.

H9: Perceived brand globalness mediates the relationship between brand story and brand preference.

H10: Perceived brand globalness mediates the relationship between perceived brand authenticity and brand preference.

Scop or Research

Scop of content

The Role of Brand Authenticity and Story in Enhancing Experience, Perceived Brand Globalness, and Preference in Thai Cosmetic Brands had scop or Research: Brand Story,

Perceived Brand Authenticity, Perceived Brand Globalness, Brand Experience, Brand Preference, Attitude-Behavior-Context (ABC) Theory,

Scop of population

The use of Thai cosmetic products among Thai consumers 436 used a non-probability convenient sampling method from people who had experience using Thai cosmetic products before.

Literature Review and Concepts

1. Brand Story

Brand storytelling creates emotional bonds by conveying values, origins, and purpose (Kirmani, A., et al., 2017; Shirai, M., 2017). Unlike traditional ads, it blends rational and emotional appeals (Mattila, A. S., 2000), often featuring founder stories and cultural elements (Paharia, N., et al., 2011), and using archetypes and familiar plots (Jung, C. G., 1959; Holt, D.B., 2003) to deepen attachment (Lundqvist, A., et al.,2013; Mossberg, L.,2008). It shapes loyalty through coherent narratives (Pennington, N., & Hastie, R., 1992; Simmons, J., 2006; Huang, W.Y., 2010; Herman, D., 2003).

2. Perceived Brand Authenticity

Perceived Brand Authenticity (PBA) is consumers' view of a brand as genuine and value-driven (Napoli, J., et al. 2014; Akbar, M. M., & Wymer, W., 2017), fostering trust in skeptical markets (Safeer, A. A., et al., 2021; Södergren, J., 2021). It depends more on perceived alignment than facts (Grayson, K., & Martinec, R., 2004; Brown, S., et al., 2003) and includes constructivist, objectivist, and existentialist dimensions (Morhart, F. M., et al., 2015). PBA promotes loyalty (Fritz, K., et al., 2017; Lude, M., & Prügl, R., 2018).

3. Perceived Brand Globalness

Perceived Brand Globalness (PBG) is consumers' belief that a brand is globally recognized, regardless of actual scope (Steenkamp, J. B. E. M., et al., 2003). Global brands imply quality, innovation, and prestige (Alden, D. L., et al.,1999; Özsomer, A., 2012), enhancing preference, loyalty, and credibility (Zhou, N., et al., 2010; Holt, D. B., et al., 2004). They also carry symbolic global identity (Dimofte, C. V., et al., 2010), though national identity may favor local brands (Swoboda, B., et al., 2012).

4. Brand Experience

Brand experience is consumers' internal response to brand stimuli design, packaging, messaging triggering sensory, emotional, intellectual, and behavioral reactions (Brakus, J. J., et al., 2009). These arise from direct and indirect interactions (Iglesias, O., et al., 2011) and go beyond function to engage emotions and symbolism (Zarantonello, L., & Schmitt, B. H, 2010). Experience is hedonic, cognitive (Holbrook, M. B., & Hirschman, E. C., 1982; Holt, D.B., 1995), immersive (Pine, B. J., & Joseph, B., 1998), and builds trust over time (Oliver, R.L., 1981; Ha, Y. H., & Perks, H, 2005).

5. Brand Preference

Brand preference is consumers' favorable evaluation and selection of a brand based on cognitive, emotional, and behavioral factors (Singh, J., et al., 2008; Hellier, P. K., et al., 2003). It is shaped by awareness, self-image fit, and emotional responses (Aaker, D. A., 1996; Sirgy, M. J., et al., 1997; Lutz, R. J., 1980), reflecting the ABC model (McGuire, W. J., 1970; Lutz, R. J., 1980). Loyalty grows through identity alignment (Schiffman, L. G., & Kanuk, L. L., 2004; Aaker, D. A., 2012), experience, and familiarity (Devaraj, S., et al., 2006; Dinlersoz, E. M., & Pereira, P., 2007; Keller, K. L., 1993; Lin, C. F., 2002).

6. Attitude-Behavior-Context (ABC) Theory

The Attitude-Behavior-Context (ABC) Theory (Guagnano, G. A., et al., 1995) explains behavior as shaped by attitudes and context. Positive attitudes lead to action only under supportive conditions (Stern, P. C., 2000). Barriers may block ethical behavior (Black, J. S., et al., 1985; Lee, K., 2008). Applied to green marketing (Kaiser, F. G., et al., 2005), the model helps explain why Thai cosmetic consumers may value authenticity but be influenced by price or visibility.

Hypotheses Formulation

1. The Relationship Between Brand Story and Brand Experience

Service fairness involves perceptions of justice in outcomes, processes, and interactions (Namkung, Y., & Jang, S., 2010; Hwang, J., & Lee, J., 2019). Consumer engagement reflects emotional, cognitive, and behavioral involvement with a brand (Kumar, V., & Pansari, A., 2016). Fair service boosts trust and emotional bonds, encouraging feedback, participation, and advocacy (Keller, K. L., 2016). Thus, fairness enhances engagement across brand touchpoints and supports stronger customer-brand relationships.

H1: Brand story positively influences brand experience.

2. The Relationship Between Brand Story and Perceived Brand Globalness

Brand storytelling shapes perceived globalness by highlighting international presence, quality, and relevance (Steenkamp, J. B. E. M., et al., 2003; Özsomer, A., 2012). Narratives about global success, values, and collaborations signal cosmopolitan appeal (Rashid, T., et al., 2016; Zarantonello, L., & Pauwels-Delassus, V., 2016). Elements like English branding or certifications reinforce global image (Pentina, I., et al., 2018; Dimofte, C. V., et al., 2010), while digital media amplifies these cues (Iglesias, O., et al., 2013).

H2: Brand story positively influences perceived brand globalness.

3. The relationship between perceived brand authenticity and brand experience

Perceived brand authenticity enhances brand experience by building emotional engagement, trust, and self-brand connection (Beverland, M. B., 2005; Pulh, M., et al., 2019). Alignment between brand narratives and consumer values fosters credibility and immersion (Grayson, K., & Martinec, R., 2004; Lewis, D., & Bridger, D., 2011). Authentic cues like heritage and craftsmanship enrich sensory experiences (Wiedmann, K. P., et al., 2011; Pecot, F., & De Barnier, V., 2018) and reduce perceived risk, improving brand interactions (De Boissieu, E., & Chaney, D., 2024).

H3: Perceived brand authenticity positively influences brand experience.

4. The Relationship Between Perceived Brand Authenticity and Perceived Brand Globalness

Perceived brand authenticity enhances globalness by boosting trust, credibility, and emotional appeal across markets (Holt, D.B., et al., 2004; Eggers, F., et al., 2013). Authentic brands rooted in values and heritage gain broader acceptance (Schallehn, M., et al., 2014). Storytelling about origin, ethics, or craftsmanship deepens symbolic meaning (Bruhn, M., et al., 2012; Özsomer, A., 2012). In emerging markets, authenticity signals legitimacy, making local brands appear globally relevant (Napoli, J., et al., 2014; Morhart, F.M., et al., 2015).

H4: Perceived brand authenticity positively influences perceived brand globalness.

5. The Relationship Between Brand Experience and Brand Preference

Brand experience boosts brand preference by fostering emotional bonds, satisfaction, and loyalty (Brakus, J. J., et al., 2009; Ebrahim, R., et al., 2016). Trust from memorable interactions reduces perceived risk and encourages repeat purchases (Tynan, C., & McKechnie, S., 2009; Wantara, P., & Prasetyo, A. R., 2023). Emotional and sensory experiences shape

decisions (Tsai, Y., et al., 2015; Diallo, M. F., & Siqueira Jr, J. R., 2017), while advertising and service innovations further enhance preference (Bapat, D., 2020; Hwang, J., et al., 2023).

H5: Brand experience positively influences brand preference.

6. The Relationship Between Perceived Brand Globalness and Brand Preference

Perceived brand globalness enhances brand preference by signaling quality, prestige, and cosmopolitan appeal (Steenkamp, J. B. E. M., et al. 2003; Alden, D. L., et al., 1999). Consumers link global brands to innovation and trust, especially in emerging markets (Dimofte, C. V., et al., 2010; Özsomer, A., 2012). In cosmetics, global cues boost credibility (Batra, R., et al. 2000). Though cultural identity may moderate this, globalness with authenticity strengthens preference (Swoboda, B., et al., 2012).

H6: Perceived brand globalness positively influences brand preference.

7. The Mediating Role of Brand Experience

Brand stories drive consumer engagement by triggering emotional and cognitive responses that shape experience and preference (Brakus, J. J., et al., 2009; Herskovitz, S., & Malcolm, C., 2010). Narratives based on nostalgia, CSR, or underdog themes build authenticity and trust (Brew, Y., 2024; Grębosz-Krawczyk, M., 2020; Kao, D. T., & Wu, P., 2019). Emotional storytelling enhances loyalty and word-of-mouth (Chien-Huang, L., & Ming-Yi, C., 2015), with brand experience mediating its influence on preference through experiential value.

H7: Brand experience mediates the relationship between brand story and brand preference.

Perceived brand authenticity boosts trust, emotional connection, and purchase intent, influencing brand preference (Rixom, J. M., 2013; Ligaraba, N., et al., 2024). Authentic brands foster loyalty through genuine, value-driven experiences (Hoskins, J., J, C. V., & Griffin, A., 2021). Communicated via heritage, localness, or originality, authenticity enhances perceived quality (Riefler, P., 2020). These experiences reinforce self-concept and trust, with brand experience mediating the link between authenticity and preference through emotional and cognitive engagement.

H8: Brand experience mediates the relationship between perceived brand authenticity and brand preference.

8. The Mediating Role of Perceived Brand Globalness

Perceived brand globalness mediates the effect of brand story on brand preference by enhancing perceived quality, prestige, and symbolic value (Hassan, L. M., & Katsanis, L. P.,

2020; Ko, E., et al., 2016). Global-themed storytelling shapes brand schemas and elevates local brands (Sprott, D. E., et al., 2009). In cosmetics, aligning with global trends boosts preference, especially among younger consumers in emerging markets (Yoon, S., & Kim, J., 2018). PBG thus links storytelling to consumer brand choice.

H9: Perceived brand globalness mediates the relationship between brand story and brand preference.

Perceived brand authenticity enhances globalness by signaling trust, consistency, and cultural depth, boosting symbolic global value (Napoli, J., et al., 2014; Zhou, N., et al., 2010). Narratives rooted in heritage or ethics increase perceptions of global credibility (Guo, X., 2013; Strizhakova, Y., et al., 2008). In emerging markets, globalness reinforces authenticity's appeal by meeting modern identity needs (Nguyen, T. D., et al., 2011), mediating the link between authenticity and preference through aspirational value.

H10: Perceived brand globalness mediates the relationship between perceived brand authenticity and brand preference.
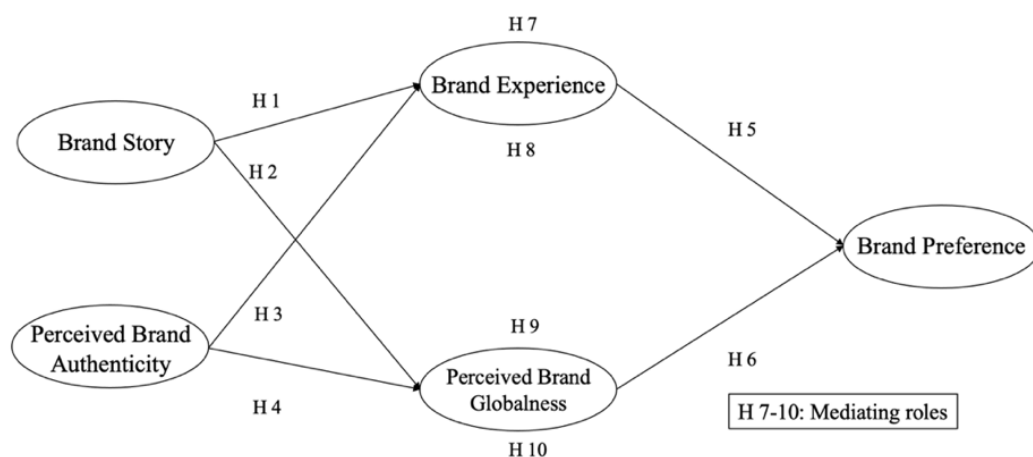

Figure 1. Research Framework

Research Methodologies

This study employed a quantitative research design to examine the factors influencing Thai consumers' use of Thai cosmetic brands. A non-probability convenience sampling approach was adopted to collect data from individuals with prior experience using Thai cosmetic products. A total of 436 valid responses were collected. The study utilized Partial Least Squares Structural Equation Modeling (PLS-SEM) for data analysis. The study adopted a cross-sectional survey design using a self-administered online questionnaire distributed via Google Forms. Responses were recorded using a five-point Likert scale ranging from 1 (strongly

disagree) to 5 (strongly agree). The unit of analysis comprised individual Thai consumers aged 18 and above who had prior experience using Thai cosmetic products.

In the pre-testing phase, reliability analysis using Cronbach's Alpha confirmed strong internal consistency across all main constructs: Brand Story (α = 0.93), Perceived Brand Authenticity (α = 0.91), Brand Experience (α = 0.97), Perceived Brand Globalness (α = 0.93), and Brand Preference (α = 0.97).

Data Analysis and Results

Data Analysis

Table 1: The Demographic

Demographic	Frequency	Percentage	Demographic	Frequency	Percentage
Gender			Employment Status		
Male	75	17.20	Employed full-time	289	66.28
Female	356	81.65	Employed part-time	4	0.92
Other	5	1.15	Self-employed	129	29.59
Age			Student	12	2.75
18 – 24 years old	29	6.65	Retired	2	0.46
25 – 34 years old	154	35.32	Monthly Income		
35 – 44 years old	184	42.20	Under THB 15,000	25	5.73
45 years old and above	69	15.83	THB 15,001 - THB 30,000	131	30.05
			THB 30,001 - THB 45,000	77	17.66
			THB 45,001 – THB 60,000	57	13.07
			More than THB 60,000	146	33.49

Table 1 The demographic analysis showed the majority of participants. Gender, the majority of respondents were female (81.65%, n = 356). Age, most respondents were aged 35–44 years (42.20%, n = 184). Employment Status, most respondents were employed full-time (66.28%, n = 289). Monthly Income, the largest income group earned more than THB 60,000 per month (33.49%, n = 146).

Analysis of measurement model

The outer loadings and Variance Inflation Factor (VIF)

Table 2: The outer loadings and Variance Inflation Factor (VIF)

Factor	Outer loadings	VIF	Factor	Outer loadings	VIF
Brand Experience			Perceived Brand Authenticity		
BEB05	0.858	2.531	PBA01	0.906	2.586
BEE04	0.864	2.662	PBA02	0.911	2.706
BES01	0.853	2.488	PBA04	0.867	2.069
BES05	0.878	2.854	Perceived Brand Globalness		
BES06	0.875	2.802	PBG01	0.883	2.759
Brand Preference			PBG02	0.858	2.555
BP02	0.946	4.413	PBG03	0.873	2.796
BP03	0.943	4.226	PBG05	0.848	2.619
BP04	0.917	3.056	PBG06	0.814	2.118
Brand Story					
BSST01	0.840	2.614			
BSST02	0.869	3.068			
BSST04	0.840	2.482			
BSST05	0.871	2.912			
BSST06	0.800	2.034			
BSST08	0.843	2.494			

Outer loadings and VIF results confirmed strong indicator reliability and low multicollinearity. Most loadings exceeded 0.85 for all constructs, Brand Experience (0.853–0.878), Brand Preference (0.917–0.946), Brand Story (0.800–0.871), Perceived Brand Authenticity (0.867–0.911), and Perceived Brand Globalness (0.814–0.883). VIF values ranged from 2.034 to 4.413, all below the threshold of 5, indicating no multicollinearity issues. These results support the measurement model's reliability and construct validity.

Cronbach's Alpha, RhoA and Rho_C, and Convergent validity

Table 3: The reliability analysis

Construct	Cronbach's Alpha	CR (Rho_A)	CR (Rho_C)	AVE
Brand Experience	0.916	0.916	0.937	0.749
Brand Preference	0.929	0.930	0.955	0.875
Brand Story	0.919	0.919	0.937	0.713
Perceived Brand Authenticity	0.876	0.878	0.923	0.801
Perceived Brand Globalness	0.909	0.918	0.932	0.732

Brand Experience had high internal consistency (α = 0.916, Rho_C = 0.937) and an AVE of 0.749. Brand Preference showed excellent reliability (α = 0.929, Rho_C = 0.955) and a high AVE of 0.875. Brand Story demonstrated strong consistency (α = 0.919, Rho_C = 0.937) with an AVE of 0.713. Perceived Brand Authenticity was reliable (α = 0.876, Rho_C = 0.923) with an AVE of 0.801. Perceived Brand Globalness also performed well (α = 0.909, Rho_C = 0.932) and had an AVE of 0.732. These results confirmed the capacity of the measurement model.

Assessment of the structural model
Model Fit Assessment in PLS-SEM

Table 4: Model fit

Model fit	Saturated model	Estimated model
SRMR	0.046	0.065
d_ULS	0.539	1.058
d_G	0.329	0.345
Chi-square	837.568	830.882
NFI	0.899	0.900

Table 4 shows that the model fit was satisfactory. The SRMR was 0.065, below the 0.08 threshold. d_ULS (1.058) and d_G (0.345) were slightly higher than in the saturated model but acceptable. The Chi-square (830.882) was slightly lower than that of the saturated model (837.568). The NFI reached 0.900, meeting the standard. These results confirm a good fit between the structural model and the observed data.

Path Coefficients

Table 5: Structural equation model results

Hypothesis	B	STDEV	t	P	Result
H1: Brand story -> brand experience	0.465	0.045	10.228	0.000	Supported
H2: Brand story ->perceived brand globalness	0.263	0.062	4.194	0.000	Supported
H3: Perceived brand authenticity -> brand experience	0.415	0.043	9.635	0.000	Supported
H4: Perceived brand authenticity -> perceived brand globalness	0.398	0.058	6.925	0.000	Supported
H5: Brand experience -> brand preference	0.602	0.044	13.630	0.000	Supported
H6: Perceived brand globalness -> brand preference	0.246	0.044	5.566	0.000	Supported

All hypotheses were supported. Brand story had a strong positive effect on brand experience (H1: B = 0.465, t = 10.228) and a moderate effect on perceived globalness (H2: B = 0.263, t = 4.194). Perceived brand authenticity positively influenced brand experience (H3: B = 0.415, t = 9.635) and perceived globalness (H4: B = 0.398, t = 6.925). Brand experience strongly impacted brand preference (H5: B = 0.602, t = 13.630), while perceived globalness had a weaker but significant effect (H6: B = 0.246, t = 5.566).

Mediation effects

Table 6: Mediation analysis

Hypothesis	B	STDEV	t	P	Result
H7: brand story -> Brand experience -> brand preference	0.280	0.034	8.139	0.000	Supported
H8: perceived brand authenticity -> Brand experience -> brand preference	0.250	0.032	7.783	0.000	Supported
H9: brand story -> Perceived brand globalness -> brand preference	0.065	0.019	3.317	0.001	Supported
H10: perceived brand authenticity -> Perceived brand globalness -> brand preference	0.098	0.024	4.134	0.000	Supported

Mediation effects were all supported. Brand experience mediated the effects of brand story (H7: B = 0.280, t = 8.139) and perceived brand authenticity (H8: B = 0.250, t = 7.783) on brand preference. Perceived brand globalness also acted as a mediator between brand story and brand preference (H9: B = 0.065, t = 3.317), and between perceived authenticity and preference (H10: B = 0.098, t = 4.134).

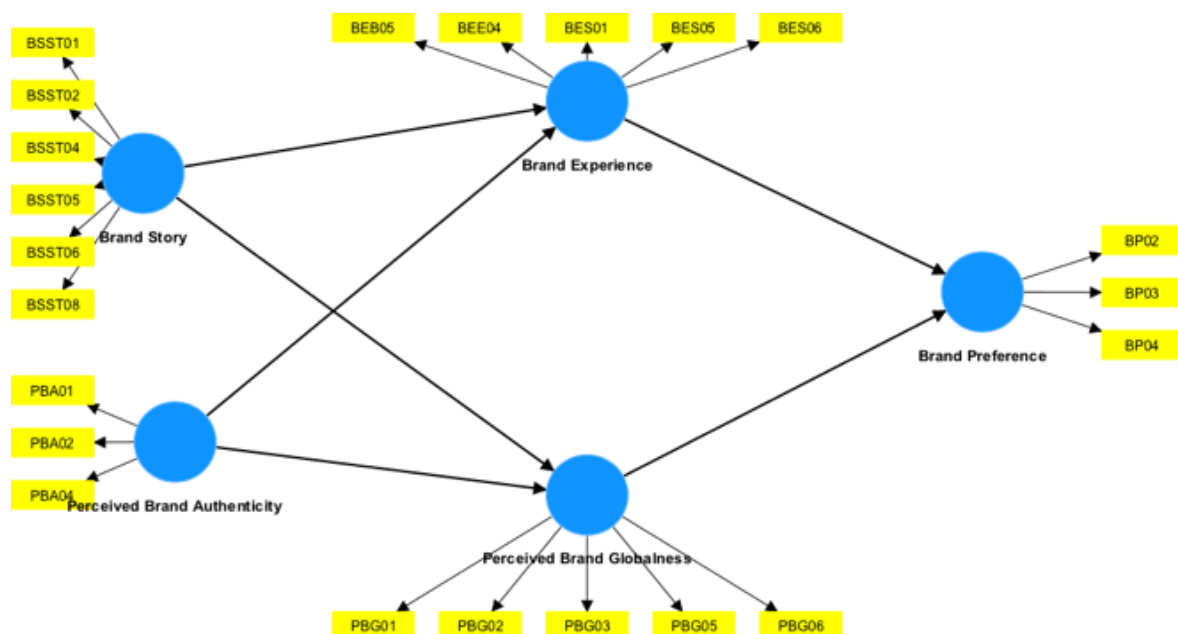**Figure 2**. A PLS-SEM Conceptual Model

Summarize and Suggestions

Summarize

This brand story and perceived brand authenticity positively influenced brand experience and perceived brand global Ness. Moreover, brand experience and perceived brand global Ness served as key mediating variables in the relationship between brand story and perceived brand authenticity and brand preference. These findings highlight the strategic importance of storytelling and brand traits in enhancing consumer experience and building brand loyalty. The study contributes to branding theory and offers practical guidance for Thai cosmetic brands aiming to strengthen their global market position. Suggestions for future research should explore longitudinal or experimental designs to track changes in perceptions of brand story, authenticity, and global Ness over time or after marketing interventions. Cross-cultural studies can test the model's generalizability, while applying it to other sectors like fashion, food, or tech may reveal industry-specific patterns. Researchers should examine moderating factors such as ethnocentrism, personal values, and brand familiarity. Additionally, the impact of digital storytelling especially via influencers and user-generated content warrants attention. Finally, deeper investigation into emotional and cognitive mechanisms can enrich branding theory. Implications for Practice. This study provides key insights into branding in emerging markets like Thailand. Theoretically, it shows that brand story and authenticity shape brand experience and perceived globalness, influencing brand preference through emotional and cognitive paths. Brand experience and globalness act as mediators, reinforcing consumer-based brand equity. Practically, the findings stress the value of authentic storytelling, symbolic global cues, and strong brand experiences.

Discussion

This study confirmed all ten hypotheses, showing that brand story and perceived authenticity significantly influenced brand preference both directly and indirectly. They enhanced brand experience and perceived globalness, which in turn strengthened preference. Brand experience emerged as a strong mediator, emphasizing the role of emotional engagement, while perceived global Ness added cognitive and aspirational value. These findings highlight the importance of combining authenticity with storytelling to build trust and loyalty. For Thai cosmetic brands, projecting global relevance through culturally rooted narratives can foster stronger consumer connections and long-term brand loyalty.

Suggestions

Suggestions Implications for Practice

This study provides key insights into branding in emerging markets like Thailand. Theoretically, it shows that brand story and authenticity shape brand experience and perceived globalness, influencing brand preference through emotional and cognitive paths. Brand experience and globalness act as mediators, reinforcing consumer-based brand equity. Practically, the findings stress the value of authentic storytelling, symbolic global cues, and strong brand experiences. Thai cosmetic brands should blend tradition with modern appeal and use global imagery, language, and digital presence to enhance perceived globalness. Segmenting by age and values helps tailor strategies to diverse consumer needs.

Limitations

This study had two key limitations: it focused solely on Thai consumers, limiting generalizability to other cultural contexts, and it used a cross-sectional design, capturing data at one point in time. This prevented analysis of how brand perceptions and preferences might evolve over time with changing market conditions.

Suggestions Future Research Implications

Future research should explore longitudinal or experimental designs to track changes in perceptions of brand story, authenticity, and globalness over time or after marketing interventions. Cross-cultural studies can test the model's generalizability, while applying it to other sectors like fashion, food, or tech may reveal industry-specific patterns. Researchers should examine moderating factors such as ethnocentrism, personal values, and brand familiarity. Additionally, the impact of digital storytelling especially via influencers and user-generated content warrants attention. Finally, deeper investigation into emotional and cognitive mechanisms can enrich branding theory.

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